







... SHOULD BE ...





# Edmonton Portland Cement Company, Limited

**CAPITAL STOCK**  
**\$1,500,000**

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## DIRECTORS

**LIEUTENANT GOVERNOR G. H. V. BULYEA, Chairman**

**S. H. Smith**, Pres. Western Realty Co. **W. D. Ferris, M.D.**, Physician & Surgeon. **J. F. Lundy**, Broker. **A. Driscoll**, Dom. Land Surveyor. **W. S. Heffernan**, Broker. **Jas, A. MacKinnon**, Real Estate. **J. H. Gariepy**, Capitalist

**Secretary—W. S. Heffernan.** **Solicitors—Short, Cross, Biggar & Cowan.** **Auditors—Blythe & Baldwin**

**Temporary Office: The Parlors of the King Edward Hotel**

Every citizen of Edmonton and vicinity who realizes the opportunities presented by the Edmonton Portland Cement Company, Limited, will have shares in this great enterprise to the extent of his ability to purchase, without delay. It is the biggest thing this country has ever known, and the purpose of this series of articles is to inform the public of what this institution means to this community.

The time worn phrase "distance lends enchantment" has its foundation in a fundamental fact of human nature, which always clothes with romance those things that are in the distance. The heroes of history are surrounded by a halo which they would never get if they lived in Western Canada today. The great world movement of immigration is the result of a wander-lust which the call of distant lands awakens. In anything, it is that which one sees in the distant perspective which charms the most. And it is what lies at ones very door that is most likely to be overlooked altogether. This is why Astronomy was the first of all the sciences and Chemistry the last to reach perfection, and it is why gold was first found in California in a cabbage patch.

The city of Edmonton has not exactly been raising cabbages where the wealth of gold lies hidden, but a muskeg swamp, which has heretofore served only as a summer resort for a particularly carnivorous tribe of mosquitoes, will shortly be the site of a prosperous town and instead of the buzz of pestiferous insects, the whirr and clash of machinery will be heard, and the tall smoke stacks of great mills will soon stand sentinel where today only the slender poplars await the coming of enterprise.

The marl deposit on the property of the Edmonton Portland Cement Company is sufficient for the manufacture of **at least 12,500,000 barrels of Portland Cement**, and no one now knows how much more. This means a future addition to the business of this community of **at least \$35,000,000** and a profit to the stock holders of the Edmonton Portland Cement Company, Limited, of **at least \$20,000,000**. There have not been twenty gold mines on the American Continent, every one of which has produced as much wealth as is waiting to be claimed on this property at "mile twenty-three" on the Grand Trunk Pacific Railway.

These are facts, and while the story would be easier for the people of Edmonton to believe if the good fortune had fallen to the lot of Calgary or Winnipeg or Quebec, or Halifax—the farther away, the easier would be the story to believe; the truth is this is the good

fortune of Edmonton; no sancer or truer fact could be stated than that if the people of Edmonton realized what this opportunity means, every man and woman in this community who has an idle hundred dollars would have a share of stock in the Edmonton Portland Cement Company before the sun sets today.

As was stated in Article No 2, yesterday, prosperous cement mills are found wherever both of the necessary materials for Portland Cement Manufacture have been discovered, Portland Cement requires two materials which have no geological association and are therefore only found adjacent to each other **by mere chance**, marl or lime rock must be found for the carbonate of lime and clay, shale for the silica. **Both of these materials in inexhaustible quantities** and in their most accessible forms have been found on the properties of the Edmonton Portland Cement Company, Limited, within five miles of each other and both on the main line of a great railroad.

An abundance of cheap coal is near at hand and Portland Cement can be manufactured on this property cheaper than any other mill in Western Canada.

The market is waiting and at the very door. More than **four hundred thousand barrels** of Portland Cement will be consumed during the year 1911 in the City of Edmonton and the West along the line of the Grand Trunk Pacific Railroad. **One million two hundred thousand dollars** will be sent to Eastern Cement Mills and paid in freight charges, for this cement.

The Edmonton Portland Cement Company expects to have its plant in operation by May of next year, and thereafter **this vast sum of money will be kept at home**, and the profit in this great business, more than **six hundred thousand dollars** annually will be distributed among the stock holders of the Edmonton Portland Cement Company, most of whom will be Edmonton citizens.

This is another reason why every man or woman in this city who has \$100 or \$10,000 of idle cash should subscribe for shares in the Edmonton Portland Cement Company Limited today.

**Allan Haynes**

**FISCAL AGENTS**

**George E. Snyder**













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